

# social hygiene news

AMERICAN SOCIAL HYGIENE ASSOCIATION



VOL. 31, No. 1

JANUARY, 1956

## ASHA Introduces New Agency Symbol

The Social Hygiene NEWS starts off 1956 wearing a new masthead and bearing a new symbol which is the official mark of ASHA.

The new symbol says that ASHA accepts and supports unreservedly the principle of federated financing as a sound basis for support of organized volunteer services to home and community. It says further that United Funds and Community Chests back ASHA programs to strengthen the American family, to continue the fight against commercialized prostitution and venereal disease.

The format of the NEWS has been changed from two columns to three to afford greater flexibility in makeup and increased space for news items.



## DON CLARK REPRESENTS ASHA ON COAST

Donald Adams Clarke of San Jose, Cal., joined the field staff of the American Social Hygiene Association this month as regional representative in the Sixth Army Area on the West Coast.

Mr. Clarke has been representing United Community Defense Services, Inc., in this same area which includes California, Oregon, Washington, Montana, Idaho, Utah, Nevada and Arizona.

In behalf of ASHA, Mr. Clarke will work with citizens groups, educators, public health officers, law enforcement officials, military leaders, community councils, Community Chests and United Funds throughout the western region. He will assist local groups in their efforts to eliminate commercialized prostitution, to eradicate venereal diseases, and to achieve better education for family living.

A graduate of Antioch College in Yellow Springs, O., Mr. Clarke received his master's degree from the School of Social Work, University of Buffalo. He served as assistant executive director of the Community Chest of Buffalo, and in 1946 came to San Jose where he was executive director of the Community Chest and Community Welfare Council of Santa Clara County until 1954.



Donald A. Clarke

## — AND A HAPPY NEW YEAR TO ALL

As we step into 1956, one phrase keeps striking our ears over and over again. It echoes from all parts of the country, from individuals and organizations . . . "We'll do a better job this year."

And we say it, too. The American Social Hygiene Association, after almost a year of walking alone and conducting its own appeal for support through local federations, is quietly determined to do a more concentrated job in 1956 in its three-pronged, nationwide program.

We have strengthened our lines of communication and we will be better able to keep you informed of our activities, and ourselves better informed of your needs.

I say ASHA has walked alone, but I hurry to add that this is actually a figure of speech. No one of us walks alone these days. We could not take

a step without the active cooperation of the Community Chests and United Funds of this country.

In the midst of the epidemic of "do-



Philip R. Mather

it-yourself" promotions, I want to assure you that ASHA is under no illusion. The progress we've made in fighting venereal diseases, in reinforcing legal and social protection in local communities, in promoting family life education . . . none of this have we done by ourselves. We have done it, and will continue to do it, through groups of local citizens—and with your steadfast support and friendship.

We have reinforced our field staff and we intend to work even more closely with local communities in tailoring our program to meet their specific needs.

We are grateful to all of you who have supported ASHA's activities in the past and we hope we may continue to work together. May 1956 be a productive and successful year for all of us.

—PHILIP R. MATHER  
President, ASHA

## RESULTS OF ASHA SURVEY AMONG READERS ANNOUNCED

Readers of the Social Hygiene JOURNAL, who responded to a survey at the time publication of the JOURNAL was discontinued, indicated a preference for material on family life education, but their requests for material on venereal disease control and on elimination of commercialized prostitution ran so close in numbers that the demand seemed to be for information about all three branches of the ASHA program.

Questionnaires were mailed to 3,060 readers of the JOURNAL and 944 replies were sent in to ASHA. It is obvious that many readers indicated a preference for material on more than one branch of the program. ASHA received 810 requests for family life education material, 653 for information about VD, and 588 for material on the problem of commercialized prostitution.

Of the total, 326 requests came from schools and of that number, 173 were from school libraries. Replies from schools more than doubled those from Armed Forces personnel and nearly tripled those from health departments, the two next highest groups of respondents.

## Dr. Warner Retires From Public Service

Retirement of Dr. Estella Ford Warner, chief of the program development branch of the division of international health, was announced this month by the Public Health Service, Department of Health, Education and Welfare. She is planning to live in Albuquerque, N. M.



Dr. Warner

In 1932, Dr. Warner became the first woman to be commissioned in the Public Health Service. She has held many important posts in public health, and between 1952 and 1955 she was stationed in New Delhi, India, where she assisted the Government of India in planning public health technical assistance programs.

Dr. Warner's contribution to the field of VD control through education has long been recognized by ASHA.

## ASHA Has Not Forgotten December — Or You

You did not receive the December issue of the Social Hygiene NEWS. We are sorry we missed the opportunity of sending you Christmas greetings in advance of the holiday, but we devoted the month of December to reorganizing, rearranging and redesigning the setup of this publication.

Now we're rolling again. And we plan to make up to you for omission of the December issue. Last year, ASHA's annual report was printed as one of the regular editions of the NEWS. This year, the annual report will be printed separately and mailed to you in place of the December NEWS you did not receive.

It is not too late to say that all of us on the staff of ASHA hope that all of you enjoyed an especially happy Christmas. With your continued friendship and support, we look forward to 1956, determined to make it ASHA's most productive and successful year.

—CONRAD VAN HYNING  
*Executive Director, ASHA*



Conrad Van Hyning

## LATE MRS. NEVILLE-ROLFE PIONEERED IN HEALTH FIELD

News of the death last fall of Mrs. Sybil Neville-Rolfe of England was received here too late for comment in the November NEWS. All who are aware of the tremendous contribution she made to the progress of public health and social hygiene in the British Empire have been saddened by her death.

The American Social Hygiene Association presented to Mrs. Neville-Rolfe in 1941 the William Freeman Snow Award for distinguished service to humanity, the highest tribute ASHA can pay to an individual.

It was largely through Mrs. Neville-Rolfe's influence that the body which later became the British Social Biology Council was established, and she served as its Secretary-General for many years.

She founded the Eugenics Society in 1908, and was Honorary Secretary of the organization until her resignation in 1920. She was chosen to be Secretary of the National Council for Combatting Venereal Diseases which, in 1926, became the British Social Hygiene Council.

Mrs. Neville-Rolfe was a pioneer in an unpopular cause. She was inde-

## L. A. Group Promotes Family Life Education

Progress is reported by the Committee on Personal and Family Life Education established recently by the Venereal Disease Council of Los Angeles.

Through the Committee's efforts a Parent-Teacher Association of the Los Angeles schools has set up a study group to investigate the problem of VD among teenagers. The study group met with the Council Board to discuss the problem and went on record as recognizing the urgent need for VD education in the public schools.

Recommendations were made by the study group that other organizations be alerted to the need, that their support be enlisted, and that a concerted effort be made to convince the Board of Education that such a program is essential.

The Council's committee is now acting on the study group's recommendations.

fatigable in fighting commercialized vice, in promoting establishment of VD treatment centers for civilians and for merchant seamen in busy ports.

## INTERNATIONAL SYMPOSIUM ON VD SCHEDULED FOR MAY

The First International Symposium on Venereal Diseases and the Treponematoses will be held at the Statler Hotel in Washington, D. C., from May 28 through June 1, under the sponsorship of the Public Health Service, U. S. Department of Health, Education and Welfare, and the World Health Organization.

The American Social Hygiene Association, along with the Association of State and Territorial Health Officers, the Academy of Dermatology and Syphilology and the American Venereal Disease Association, is participating in the symposium and is urging physicians, scientists, health workers and others involved in VD control throughout the country to attend the sessions.

Invitations are being sent to individuals in many foreign countries with the cooperation of the World Health Organization, the International Union Against Venereal Disease and the Pan American Sanitary Bureau.

Surgeon General Leonard A. Scheele has pointed out that this symposium will afford an excellent opportunity for authorities in the field throughout the world to exchange ideas and information on the latest developments in research, diagnosis, treatment and case finding of the venereal and treponemal diseases.

Dr. Clarence A. Smith, chief of the venereal disease program of the Public Health Service, is in charge of arrangements for the symposium, which is open to all physicians, scientists and professional health workers.

The working languages of the symposium will be French, Spanish and English.



Dr. Scheele

### Social Hygiene NEWS

published by

THE AMERICAN SOCIAL HYGIENE  
ASSOCIATION

1790 Broadway, New York 19, N. Y.

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## PHENIX CITY RECEIVES NATIONAL AWARD

The long, bitter fight of Phenix City, Ala., citizens for a clean town was climaxed this month by a public ceremony in which Phenix City was given one of the eleven All-America awards presented by the National Municipal League and "Look" Magazine.

The American Social Hygiene Association, which worked with the small group of citizens in the darkest days of their fight against commercialized prostitution and other vice rackets, strongly recommended last fall that Phenix City be considered a candidate for the award.

ASHA shares with the people of the valiant Alabama community a feeling of pride in real achievement. A year and a half ago Phenix City was one of the country's most notorious honky-tonk towns, ruled by racketeers, terrorized by gangsters. Today it's a free, clean, respectable, democratic community making remarkable strides toward economic stability. ASHA is still serving Phenix City during the current period of reconstruction through the assistance given by Lamar Boland of the agency's field staff.

Alabama Attorney-General John Patterson, son of the man whose murder by racketeers touched off the cleanup of Phenix City, spoke at the award ceremony and warned the people of his home town:

"The battle is not won. It is necessary to wage a battle against corruption every single day of our lives."

This is the same warning ASHA has been giving to citizen groups in communities throughout the country for the past forty-two years. Experience has proved that the need for constant vigilance goes on, even after a community has rid itself of vice rackets, for the racketeers don't evaporate into thin air—they retire when the heat's on and they keep a sharp eye out for signs of apathy.

### Mrs. Tuller Named Secretary

Mrs. Josephine V. Tuller, director of the international division of the American Social Hygiene Association, has been named secretary of the Non-Governmental Organizations Committee on UNICEF.

Mrs. Tuller is assistant secretary-general of the International Union against the Venereal Diseases.

The active interest and support of non-governmental organizations, national and international, have been important factors in the success of UNICEF which, in 1955, benefited some 32,000,000 children and mothers through its medical and feeding programs.

### EDWARD M. TUTTLE JOINS ASHA EDUCATIONAL GROUP

Edward M. Tuttle of Chicago, executive secretary of the National School Boards Association since 1949, has accepted membership on the Education Advisory Committee of ASHA which is headed by Dr. Ernest G. Osborne of Teachers College, Columbia University.

The committee met this month in a two-day session to review the work of ASHA's educational division and to help formulate plans for extension of that work.

ASHA's family life education division, under the direction of Dr. Ellis White, has assisted educators in two areas of the country in setting up projects designed to incorporate into the curriculum of teacher-preparation schools materials dealing with family life education.

One in-service project has been put into operation by the division, in co-operation with educational leaders, to help men and women already working as teachers to utilize resources available to them in preparing youngsters for their roles in family living.

This month educational leaders of five mid-Atlantic states and the District of Columbia met in Washington, D. C., with Charles Messner of ASHA's educational division to discuss plans for putting into effect a similar in-service project in their school systems. The group decided to use materials produced by leaders of the first project and, at the end of one year to study the effectiveness of those materials in their own particular situations and to revise them to meet specific needs.

Dr. White represented ASHA's division on education for personal and family living at the recent White House Conference on Education.



Edward M. Tuttle

JANUARY, 1956



## Especially for parents of teen-agers . . .

### **PAMPHLETS . . .**

- KNOW YOUR DAUGHTER. 10¢. For parents of girls 10 to 14.
- KNOW YOUR SON. 10¢. For parents of boys 10 to 14.
- KEEPING UP WITH TEEN-AGERS. 25¢. Helps you understand the problems your teen-agers face.
- WHEN CHILDREN START DATING. 50¢. Practical pointers on how to handle this important part of your child's life.
- EMOTIONAL PROBLEMS OF GROWING UP. 50¢. Describes some indications of poor adjustment (fear, anxiety, anti-social behavior) and suggests ways to help teen-agers.
- HELPING CHILDREN SOLVE PROBLEMS. 50¢. Suggests how you can help your teen-ager so that he can make his own decisions and retain your confidence in him.

### **BOOKS . . .**

- HOW TO LIVE WITH YOUR TEEN-AGER. (Baruch) \$3.75. Stresses the emotional aspects of adolescence. Very readable.
- UNDERSTANDING THE ADOLESCENT GIRL. (Elliott) \$2.00. Explains her needs and conflicts and her relations with her family.

— UNDERSTANDING YOUR SON'S ADOLESCENCE. (Gallagher) \$3.00. Insight into your boy's physical and emotional problems.

— THE ADOLESCENT. (Farnham) \$3.00. Short, readable discussion of adolescence. The chapter called "A Program for Parents" is especially recommended.

Your public library may have these pamphlets and books. If not, or if you want your own copies to refer to from time to time, use the order blank below . . .

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